Print Date 10/10/12

Page 1 of 2

CONTRACT

KVVU-TV Henderson - Las Vegas

KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

And:

NEBO Media, Media Account Attention: Jessica Murray 3299 K Street NW Washington, DC 20007 USA

	Contract / Re	vision		Alt Order #		
	472833	1		06115537		
Product						
NRSC 2012						
Contract Dates	Estimate #					
10/10/12 - 10/16/12						
<u>Advertiser</u>			<u>Or</u>	ginal Date	/ Revision	
NRSC			1	0/10/12	/ 10/10/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	Broado	cast		Cash	
	<u>Station</u>	Accou	nt E	xecutive	Sales Office	
	KVVU	Teresa	Dif	uria	TELEREP-PHIL	
	Special Hand	ling				
	Demographic					
	Adults 35+					
	IDB#	Adverti	ser	Code	Product Code	
	Agency Ref			Advertiser	Ref	

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount KVVU 10/10/12 10/12/12 The Dr.Oz Show 4-5p :30 NM \$1,125.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 \$225.00 --WTF--6 Spot Ch Date Range **Description** Start/End Time Weekdays Length Rate Type 3 KVVU 10/08/12-10/14/12 The Dr.Oz Show ---WThF----4-5p :30 \$225.00 NM See MG 24.9,24.10,24.11 11 KVVU 10/10/12 10/12/12 MORE Access 6-7pm :30 NM 0 \$0.00 <u>Start Date</u> End Date <u>Weekdays</u> Spots/Week Rate Week: 10/08/12 10/14/12 \$235.00 -WTF--3 Date Range Spot Ch **Description** Start/End Time <u>Weekdays</u> Length Rate Type 1 KVVU 10/08/12-10/14/12 MORE Access 6-7pm ---WThF----:30 \$235.00 NM See MG 24.9,24.10,24,11 2 KVVU 10/08/12-10/14/12 MORE Access ---WThF----6-7pm :30 \$235.00 NM See MG 24.9,24.10,24.11 3 KVVU 10/08/12-10/14/12 MORE Access 6-7pm ---WThF----:30 \$235.00 NM See MG 24.3,24.4,24.5,24.6,24.7,24.8 E 15 KVVU 10/14/12 10/14/12 Fox News Sunday 8-9a 8-9a :30 NM \$0.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 \$150.00 Spot Ch Description Date Range Start/End Time Weekdays 1 4 1 Length Rate Type 1 KVVU 10/08/12-10/14/12 Fox News Sunday 8-9a 8-9a -----St :30 \$150.00 NM See MG 24.9,24.10,24.11 KVVU 10/15/12 10/16/12 Katie Couric 2-3p :30 NM 9 \$7,435.00 Start Date **End Date Weekdays** Spots/Week Rate Week: 10/15/12 10/21/12 MT----\$145.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

	Contract / Revision 472833 /	Alt Order # 06115537
Contract Dates 10/10/12 - 10/16/12	Product NRSC 2012	Estimate #
Advertiser NRSC	0	<u>Priginal Date / Revision</u> 10/10/12 / 10/10/12

			;	Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days	Length \	Veek Rate	Туре	Spots A	mount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>						
Spot Ch Date Range Description	Start/End Time	Weekday:	<u>s Leng</u>	<u>th</u> <u>Rate</u>	<u>Type</u>		
1 KVVU 10/15/12-10/21/12 Katie Couric	2-3p	MTu	::	30 \$145.00	NM		
See MG 24.3,24.4,24.5,24.6,24.7,24.8							
3 KVVU 10/15/12-10/15/12 Katie Couric	1-2pm	M	::	30 \$275.00	NM		
MG for 28.1,11.3,27.1,29.2,18.2,25.2,26.1,24.1,29.1							
4 KVVU 10/15/12-10/15/12 Anderson	2-3p	M	::	30 \$300.00	NM		
MG for 28.1,11.3,27.1,29.2,18.2,25.2,26.1,24.1,29.1							
5 KVVU 10/15/12-10/15/12 Dr Oz	3-4p	M	::	30 \$350.00	NM		
MG for 28.1,11.3,27.1,29.2,18.2,25.2,26.1,24.1,29.1							
6 KVVU 10/15/12-10/15/12 Special Early News	Special Early Nev	W:M	::	30 \$550.00	NM		
MG for 28.1,11.3,27.1,29.2,18.2,25.2,26.1,24.1,29.1							
7 KVVU 10/14/12-10/14/12 BB League Championships	1pm-8pm		St :3	30 \$4,500.00	NM		
MG for 28.1,11.3,27.1,29.2,18.2,25.2,26.1,24.1,29.1							
8 KVVU 10/14/12-10/15/12 Cops/Cops	M-Sa 8-10p/Su 7	-1M	St ::	30 \$470.00	NM		
® See MG 24.9,24.10,24.11	·			•			
9 KVVU 10/13/12-10/13/12 The Closer	M-Sa 8-10p/Su 7-	-1	sa :3	30 \$650.00	NM.		
MG for 11.2,8.3,11.1,15.1,24.8	·			,			
10 KVVU 10/13/12-10/13/12 Touch	Sat 11p-12a	9	Sa :3	30 \$205.00	NM		
® MG for 11.2,8.3,11.1,15.1,24.8	•			Ţ_23.00			
11 KVVU 10/11/12-10/11/12 Special Early News	Special Early Nev	ν:Th	:3	30 \$460.00	NM		
® MG for 11.2,8.3,11.1,15.1,24.8				¥100100			

Totals 77 \$45,375.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/16/12	77	\$45,375.00	\$38,568.75
Totals	77	\$45,375.00	\$38,568.75

Signature:	Date:
-	

(* Line Transactions: N = New, E = Edited, D = Deleted)

CONTRACT



KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

And:

NEBO Media, Media Account Attention: Jessica Murray 3299 K Street NW Washington, DC 20007 USA

	Contract / Re	vision		Alt Order #	
	472833	1		06115537	
Product					
NRSC 2012					
Contract Dates	Estimate #				
10/10/12 - 10/16/12					
<u>Advertiser</u>			<u>Or</u>	iginal Date	/ Revision
NRSC			1	10/10/12	/ 10/10/12
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	<u>Station</u>	Accour	nt E	xecutive	Sales Office
	KVVU	Teresa	ı Dif	furia	TELEREP-PHIL
	Special Handl	ing			
	<u>Demographic</u>				
	Adults 35+				
	IDB#	Adverti	ser	Code	Product Code
	Agency Ref			Advertiser	Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount KVVU 10/10/12 10/12/12 The Dr.Oz Show 4-5p :30 \$1,125.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 --WTF--\$225.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 3 KVVU 10/08/12-10/14/12 The Dr.Oz Show 4-5p ---WThF----:30 \$225.00 NM See MG 24.9,24.10,24.11 11 KVVU 10/10/12 10/12/12 MORE Access 6-7pm :30 NM 0 \$0.00 End Date Start Date Spots/Week <u>Weekdays</u> <u>Rate</u> Week: 10/08/12 10/14/12 --WTF--\$235.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 1 KVVU 10/08/12-10/14/12 MORE Access 6-7pm ---WThF----\$235.00 :30 NM See MG 24.9,24.10,24.11 MORE Access 2 KVVU 10/08/12-10/14/12 ---WThF----6-7pm :30 \$235.00 NM See MG 24.9,24.10,24.11 3 KVVU 10/08/12-10/14/12 MORE Access ---WThF----6-7pm :30 \$235.00 NM See MG 24.3,24.4,24.5,24.6,24.7,24.8 15 KVVU 10/14/12 10/14/12 Fox News Sunday 8-9a :30 NM \$0.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/08/12 10/14/12 \$150.00 Spot Ch Date Range Start/End Time **Description** Weekdays Rate Length Type 1 KVVU 10/08/12-10/14/12 Fox News Sunday 8-9a 8-9a \$150.00 NM See MG 24.9,24.10,24.11 KVVU 10/15/12 10/16/12 Katie Couric 2-3p :30 NM 9 \$7,435.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 MT----2 \$145.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

	Contract / Revision	Alt Order #			
	472833 /	06115537			
Contract Dates	Product	Estimate #			
10/10/12 - 10/16/12	NRSC 2012				
Advertiser		Original Date / Revision			
NRSC		10/10/12 / 10/10/12			

			Spot	s/		
*Line Ch Start Date End Date Description	Start/End Time	Days	Length Wee	k Rate	Type Spots	Amount
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	Rate					
Spot Ch Date Range Description	Start/End Time	<u>Weekday</u>		Rate	<u>Type</u>	
1 KVVU 10/15/12-10/21/12 Katie Couric	2-3p	MTu	:30	\$145.00	NM	
See MG 24.3,24.4,24.5,24.6,24.7,24.8						
3 KVVU 10/15/12-10/15/12 Katie Couric	1-2pm	M	:30	\$275.00	NM	
MG for 28.1,11.3,27.1,29.2,18.2,25.2,26.1,24.1,29.1						
4 KVVU 10/15/12-10/15/12 Anderson	2-3p	M	:30	\$300.00	NM	
MG for 28.1,11.3,27.1,29.2,18.2,25.2,26.1,24.1,29.1						
5 KVVU 10/15/12-10/15/12 Dr Oz	3-4p	M	:30	\$350.00	NM	
MG for 28.1,11.3,27.1,29.2,18.2,25.2,26.1,24.1,29.1						
6 KVVU 10/15/12-10/15/12 Special Early News	Special Early Ne	W:M	:30	\$550.00	NM	
MG for 28.1,11.3,27.1,29.2,18.2,25.2,26.1,24.1,29.1						
7 KVVU 10/14/12-10/14/12 BB League Championships	1pm-8pm		Si :30	\$4,500.00	NM	
MG for 28.1,11.3,27.1,29.2,18.2,25.2,26.1,24.1,29.1						
8 KVVU 10/14/12-10/15/12 Cops/Cops	M-Sa 8-10p/Su 7	-1M	Si :30	\$470.00	NM	
® See MG 24.9,24.10,24.11						
9 KVVU 10/15/12-10/15/12 Cops/Cops	M-Sa 8-10p/Su 7	'-1M	:30	\$650.00	NM	
MG for 11.2,8.3,11.1,15.1,24.8						
10 KVVU 10/13/12-10/13/12 Touch	Sat 11p-12a		Sa :30	\$205.00	NM	
MG for 11.2,8.3,11.1,15.1,24.8						
11 KVVU 10/11/12-10/11/12 Special Early News	Special Early Nev	w:Th-	:30	\$460.00	NM	
MG for 11.2,8.3,11.1,15.1,24.8						

Totals 77 \$45,375.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/16/12	77	\$45,375.00	\$38,568.75
Totals	77	\$45,375.00	\$38,568.75

Signature:	Date:	

REP \$\$\$ HEADLINE# 6115537 TRF# 472833

> REP: TEL# 610-293-4100 CREDIT ADVISORY: AGEN ORDER WORKSHEET -4100 FAX# 610-225-1191
> AGENCY CREDIT RISK !!!
> HARRIS REPORT FROM REP
> **CHANGES** *

OCT10/12 16.44 *** KVVU-TV ***

CITY TAX AGY ADV FLIGHT PRDCT ORDER # DATES OCT10/12 NRSC 2012 ADV. AGY. STATE NAME NAME TAX NEBO MEDIA, OCT16/12 WASHINGTON, ISS/NRSC P.O. CONTRACT 世の日# BOX 3775 WK-1 # COMMENTS: HNC DC 6115537 20027 CO-OP (LINE, BILLING ORDER, NEEDED INVOICE) CLASS: BUYER NAME SALES REP.# PRSN NATL. PH-JESSICA MURRAY OFF.# 762 TERESA LOCAL DATE DIFURIA SALESMAN REGIONAL OCT10/12 # 16.44

SEE LINES 40-42 TOTAL SAME OK'D M2 FR NIKKI PLS CNF THANKS

REP:

STA:

CON CM *** THIS S Ø CASH IN ADVANCE SCHEDULE ****

PROGRAM: CORD COM1: SORD COM2: A	39 ES 800	PROGRAM : M	11 S 600	PROGRAM : D	8 S 400	:LINE#:REP :CD: I
PROGRAM: COPS/COPS ORD COM1: SPOTS N/A DUE TO SPORTS & ORD COM2: APPROVE. PART OF A MAKEGOOD MADE UP OF LINES	800P-900P	MORE	600P-700P	DR OZ	400P-500P	TIME PERIOD :
	30		30		30	LGTH : SEC :
DEBATE. SEE MG	\$470.00		\$235.00		\$225.00	RATE
MG OFFER. NOT	10/14		10/10		10/10	: START
NOT PRE-BOOKED PLS	10/15		10/12		10/12	: END :
STA DE	0		0		ហ	: /WK: INVT
	N-DS		M - H		₩ – Ħ	K : DAYS
	0		0		И	:TOTL:

REP HEADLINE# 6115537 TRF# 472833 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP OCT10/12 16.44

OCT/12	STATION M2 OI								: FHZE#:
4 5	PROGRAM N MAKEGOO OK'D B B B B B	17	PROGR ORD C PART	42	PROGRAM ORD COM PART OF	41	PROGRORD CHIS THIS THIS THIS THIS	40	REP LINE#
375.0	AM: SIGOOD OF: BUY#1: BUY#3: BUY#8	80	RAM : COM1: OF A	A 7	RAM : COM1: OF A	A 1	RAM : COM1: IS A IS A IS A	A 9	
Ō	971 E	00A-9	SPEC SPOT MAKEG	30P-8	TOUCH SPOTS MAKEGO	1001	THE SPOT MAKE- MAKE- MAKE- MAKE-	00P-	TIME
	S: NH NH	A008	IAL S N/	300F	O Z	-1200M	GOOD	1000₽	PERI
	C		MADE SE		MADE	i≤	FOR FOR FOR		IOD
	W-F/6 SUN/8 SU-M/ W-F/4 W-F/4 SAT/9 SAT/1 THU/7	ω	E MG	ω	E MG	ω	E XQ QHHQ QHHQ QHH 4HHQ 4HH 4	ω	: LGT
	000 P - 7	0	OFFE	0	O F F F	0	OFFER ON L ON L ON L T	Ô	H
	MOOCOLI MOOCOLI ACOO ACOO ACOO ACOO ACOO		IR. PRE		IR. PRE		. 1 Z E - 2 . 1 Z E - 1 . 1 Z E - 1 . 1 Z E - 1		
	ୟର	\$150.	1 B 0 B 2 C	\$460	- BO	\$205	-BOO 1 FO 7 FO 9 FOR	\$650	
	Offer.	.00	OKED P	. 00	OKED P	. 00	ED P 1 88	.00	RATE
	д 20000000 ЕООООООО ІННННН		ST		LS AP		N O O O FI		
	1144 044 004 004 00	10/14	APPROVE.	10/11	PROVE.	10/13	APPROVE. S/WK /WK /WK /WK	10/13	STAR
	2/WK)	,-	:	·	•	~	•	ω	H
		10/14		10/11		10/13		10/13	: END
	308 308 308 308 308 308 308 APPROVE.	4		Ъ		ω		ω	TE:S
0.05		0		₽		1		Н	PTS:
CONTRACT TOTAL	605000 605000 6050000								WEEK
r TOTAL 6 SPOTS	000000	SUN		THU		SAT		SAT	
AL TS	(OCT			•		-		·	DAYS
4537	(OCT10/12) PLS ADVISE								S.
75.00 77	S E .	0		Н		Н		ь	:TOTL

REP HEADLINE# 6115537 TRF# 472833 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$ REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENORDER WORKSHEET

AGENCY CREDIT RISK !!!

AGENCY CREDIT RISK !!!

HARRIS REPORT FROM REP

CHANGES *

OCT10/12 16.44 *** KVVU-TV ***

:LINE#:REP LINE#: :CD: TIME PERIOD LGTH SEC RATE START DATE END DATE :SPTS: WEEK DAYS : TOTL:

MARKET TOTALS \$266,911 KVVU 17% KSNV 30% KLAS 31% KTNV 18% KVMY 2% KVCW 1% CABL 0%

SVC- NSI BOOKS-DEMOS- RA35+* MAY/PJ

P-CLASS, PLAN, SECT MOD CODE A-ADD B-BUY TYPE Q-PAID PGM C-CANCELLED R-RATE S-SPOTS DE-DELETE E-EFF DATES PER WEEK THIME X-LATE L-LENGTH Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME *-MULTIPLE